

PENNEY'S

1261 SARTORI TORRANCE

C. PENNEY CO., INC.

EVERYTHING FOR BACK-TO-SCHOOL

With Every thought turned to supplies for our Army and Navy, with every heart ready to give up the things the Army and Navy needs . . . it becomes a difficult, but never more important task to supply our young civilians with things to take them back to school comfortable and happy. But, as always for forty years, Penney's has studied markets and your needs . . . and, despite many shortages, has smart, durable clothes for your family, planned with true wartime economy!

QUARTERMASTER TO AMERICA'S SCHOOL ARMY

Make PENNEY'S Your HEADQUARTERS for WELDER'S CLOTHING

QUALITY FLEECE LINED SWEAT SHIRTS 98¢



Very well knit for extra hard wear and many washings.

Welders' Caps

Heavy Padded 35¢ All Sizes

- Welders' Leather Mitts 1.59
- Welders' Leather Jackets 5.90
- Welders' Leather 'Aalls' 11.90
- Welders' Leather Boots 7.90
- Welders' Leather Boots 6.90
- Welders' Leather Jackets 4.79

Special! 180 Only MEN'S CHAMBRAY WORK SHIRTS

Big Full Cut 69¢ A Feature Value! Once in a Lifetime Bargain



LUNCH KIT

Complete With Pint Bottle 1.28

HEAVY "OXHIDE" Overall 1.19
Tough quality denim that gives lots of wear.

THRIFTY "OXHIDE" Shirts 79¢
Husky at this low price!

STURDY WHIPCORD Pants 1.79
Sanforized, full cut sizes . . . Extra heavy pockets. GENERAL UTILITY

Pants 2.98
Neat for dress wear . . . strong for work.



Thrifty! Get Plenty! GLOVES 19¢

Heavy canvas twill . . . with double knit stretchy wrists.

LEATHER PALM WORK GLOVES, Canvas Backed 55¢



Absorbent Men's Work SOCKS 15¢

Economy on the job! Big ribbed cotton socks . . . reinforced.



Tough Enough For Sports! Smart Enough For School! Boys' Plaid Jackets 2.98

For longer, good-looking wear you won't find many such values at this exceptionally low price! There's all-weather protection in the rich 33 oz. plaid. The tough fabric with sturdy stitching makes it just the thing for the hard wear active boys demand!



Brown Is News For Fall! Oxfords 3.49

The butted moccasin seam gives a casual look to your dress oxford! And you'll like it because it's so comfortable!

The name Towncraft® Deluxe insures quality!

Goodyear welt!



Popular Baseball Type Men's Jackets 5.90

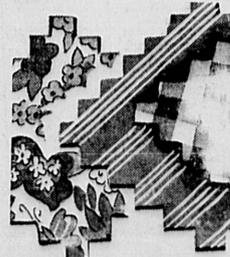
The jacket all men like for sports and work!

Warm waven fabric body with contrasting rayon sleeves trimmed with rich, pliable cape leather. Neat, two-tone trimmed cuffs and waist for a snug warm fit!

Check full of long wear, too!

39-Inch SORORITY RAYON PRINTS 59¢

Tailors beautifully! A wide variety of patterns and colors!



36-Inch Beautiful AVENUE PRINTS 19¢ yd. All new attractive Fall designs!



for Girls to 16

Smart For School! JACKETS 4.98

Wool flannel or tweed; Plaid or plain. 7-16.

Plain Or Plaids! GIRLS' SKIRTS 2.29

Gored or flared! Bias stitched pleats. Fall colors. 7-16.

Girls' Sweaters 1.98 Girls' School Shoes 2.49 Girls' Rayon Slips 59¢



for Young Women

For All Season! Girls' DRESSES 1.19

Cottons or spun rayons! Bright prints. 3 to 16.

For Cool Weather! GIRLS' COATS 6.90

Of fleece or tweed with trimming of velvet or fabric. 7-14.

MISSES' JACKETS 6.90

Smart mannish tailoring in wool flannel and tweed! Fall colors in plaid or plain. 12 to 20.

MISSES' SKIRTS 3.98

Pleated or flared styles in a choice of wool flannel or crepe! New Autumn shades. 21 to 34.

Rayon Tailored Blouses 1.29 Slipover Cardigan Sweaters 1.98 Full-Fashioned Rayon Hosiery 98¢ Snap Brim Sport's or Dress Hats 1.98 Cynthia* Slips—Trimmed or Tailored 1.29

JEAN NEDRA* DRESSES 2.98

Style leaders for fall! Smartly cut rayons in one- or two-piece styles for casual or dressy wear. 12 to 14.

Gay Cotton Or Rayon! DRESSES 1.98

Princess, tailored or basque styles in gingham, printed or solid cotton or rayon. 3 to 14.

Pleated Flannel SUSPENDER SKIRTS 1.49

A fetching fashion for the little girl! New fall colors, and clean plaids. Sizes 3-6.

Reg. U.S. Pat. Off.



for Boys 8 to 16

BOYS' BRENTWOOD SUITS 10.90

Smart new models with amazingly long wear ahead! Handsome patterns in soft weaves and hard-finished fabrics!

Boys' SPORT SHIRTS 1.49

Beautiful new washable rayons!

Right Weights for Fall! BOYS' SWEATERS 2.49

Two-tone coats with zipper fronts!

Color-Rich Fashion "Bests"! BOYS' SLACKS 3.98

Herringbones, diagonals in soft weaves! Hard-finished weaves!

Sanforized means fabric shrinkage will not exceed 1%.

for Boys to 8

Warm—and STURDY! SWEATERS 1.49

Tough little knits in new weaves!

New Victory LONGIES 1.69

Sturdy washable cotton gaberdine.

Corduroy Coat and JIMMIE* SETS 6.90

Sturdy corduroy, smartly styled!

Boys' Sport Shirts 98¢ Bright Crew Socks 25¢ Foot-Health Shoes 2.49

for 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100

TOPFLIGHT SHIRTS 1.19

Patterns to appeal to any man! And all fast color! Sanforized, too!

CASUAL JACKETS 6.90

All wool sport cloth that proves a style leader!

VICTORY SLACKS 3.98

Cuffless slacks are news! Hard-finish weaves, soft effects, gabardine!

Topflight Ties 49¢ Rayon Sport Shirts 1.98

Victory Hats 98¢ Sportclad* Sweaters 2.98

BOYS' GYM TOGS at Money Saving Prices! Boys' Athletic Shorts 59¢ Boys' Athletic Supporters 35¢ Boys' Athletic Socks 29¢

Special! Boys' Washable SPORT SHIRTS

Quantity Limited! 77¢ Sizes 4 to 16

Just the right shirt for school. You'll want several at this low price!

JUST RECEIVED!

EARLY FALL FROCKS 3.98

Many new flattering styles in all the new Fall shades! Green, R.A.F. Blue, Wine, Black, and Brown.



Early Showing of FALL COATS 10.90 to 19.75



Sport or Dressy Styles! EARLY FALL HATS 1.98

Designs that are marked for Fall success! Snap brims, bignons and off-face models in smooth felt. Autumn shades.

SPECIAL! 20 Only Rollaway UNDA-BED CLOTHING CABINETS

Sturdy Wood Frames 1.00 Protects Against Moths!

ENCHANTING NEW PATTERNS! SAVINGS BY THE YARD

ON THE FABRICS YOU WANT FOR SCHOOL CLOTHES!

RONDO PRINTS 27¢

Delightful designs in this super quality percale make your sewing a pleasure!

Gay Colored "Pin Wale" CORDUROY 98¢

Sturdy fabric, fine for sport clothes and frocks!

Bright Royalsun PLAIDS 59¢

Smart for color combinations!



Men's Utility SHOES 2.66



Cord Sole SHOES 3.79



Sanforized! Twill SETS 2.98

Black rotan work type, long wearing composition soles, rubber heels. Sturdy soles that do not slip. matching shirts, pants! Government standard quality.